25-Mar-2019

Communication

I.

→ Communication & its Process — 15

→ Types of communication → Verbal (10) → oral — 1
→ written — 10
→ Non-verbal — 20

→ Steps to make communication effective — 10

II.

→ Persuasive communication — 10

↳ Characteristics → Message
Receiver
Source
} — 10

→ Environmental

→ Community Psychology

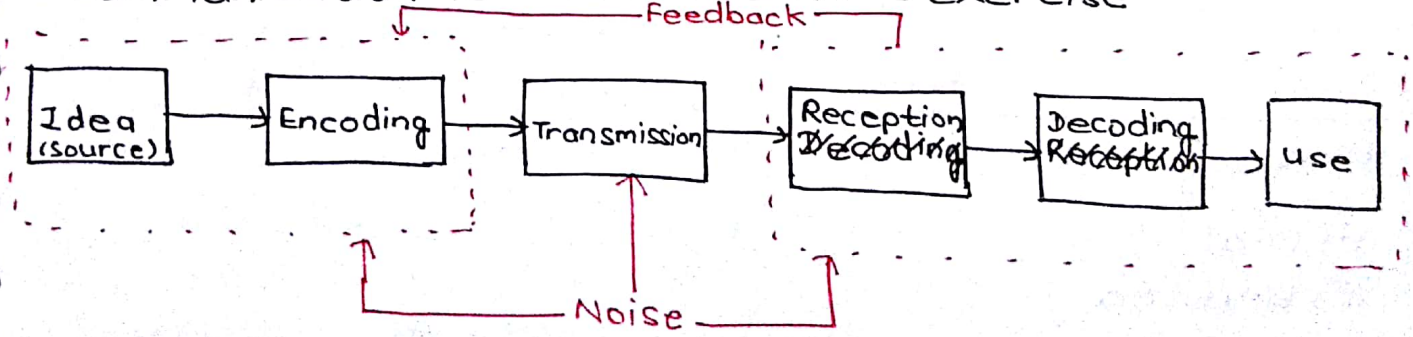
→ Terrorism

• Communication

⇒ Transfer of info. & understanding from source to the receiver.

⇒ A process wherein source reaches the receiver with his thoughts & understanding.

⇒ Communication is receiver centric exercise



⇒ Process of comm. will begin when source feels that it has a need & that need will be met by passing info. to the target group.

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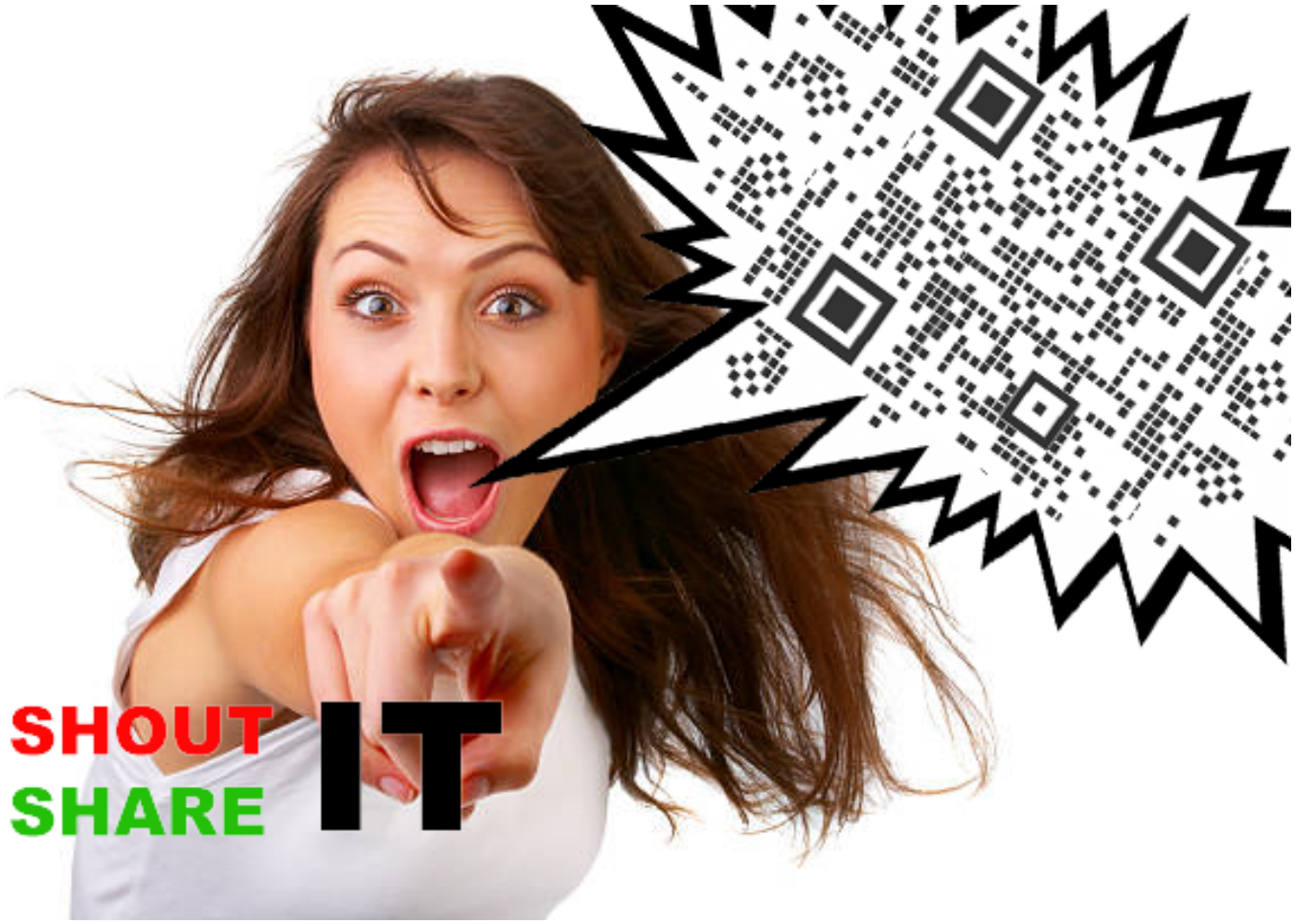
SHOUT
SHARE
IT

- Encoding → use of symbols
  (language, gestures, actions, postures, etc.)
- Decoding → understanding by the receiver (of msg)
- Channel → formal or informal
- Noise → dilute process of communication
- Feedback → reverse message from receiver to source
  → not necessarily present in every communication
  → gives feeling of participation to receiver
- Feedback not ~~needed~~ desirable → a) Emergency situations
  b) presence of mistrust bet. source & receiver
  c) when audience are not intelligent enough to give feedback

tves → (i) gives feeling of participation to receiver.
(ii) source gets to know about the extent of understanding of the audience.
(iii) how to improve understanding of the receivers (source gets to know)
(iv) Msg. can be better used to increase morale of receivers (by knowing the feedback)

* Verbal Communication

(Language)

(i) Oral
(ii) Written

- Written → tves
  a) Legal validity
  b) Permanent Record
  c) Comm. to long distances possible
  d) more precise & accurate

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e) It makes the task of responsibility assignment easy.

f) If msg. is complex, written is better.

-ves

a) Time consuming
b) Possibility of semantic confusion
c) Quick clarification is not possible
d) No opportunity for feedback
e) It requires paperwork

* Oral

↳ Takes place through spoken words
↳ Two roles → speaker & listener
↳ It has been found, in an organisation

Acc. to Rankin
→ 85 % time in comm.
→ 30 % speaking
→ 45 % Listening

+ves

(i) fast
(ii) Feedback available
(iii) Quick clarification possible
(iv) Semantic confusion taken care of
(v) It will increase motivation of receiver (participation)
(vi) Effective in large assemblies
(vii) Generates 'we' feeling
(viii) It gives opportunities to use & observe non-verbal signals.

-ves

(i) Responsibility assigment difficult
(ii) No legal validity
(iii) Confusion due to Inter personal barriers
(iv) & Waste of time
(v) Detailed thought is not possible
(as you have to answer spontaneously)

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* Non-Verbal

It involves transmission of culturally significant info. from the source to the receiver without the use of words. Whenever, we think of human comm., we are inclined to think in the terms of lang. because verbal component absorbs our attention. Studies however have shown that some aspects of spoken msg. particularly emotions & attitudes are better conveyed by non-verbal communication.

Mehrabien found that our perceived attitude is 55 % of facial expression, 38 % is paralanguage & 7 % is verbal content.

- paralanguage → non-verbal aspects of language

* Significance of Non-verbal comm.

(i) In any ritual, ritual work is not complete without the use of non-verbal signals.

(ii) In some cultures, describing certain type of info. about self verbally is tabooed, there non-verbal signals can be used.

(iii) In expressing interpersonal attitudes & emotions NVC is effective.

(iv) It is useful in providing feedback.

(v) Synchronising the speech
eg. nodding head to convey understanding

(vi) In some places verbal comm. is not possible, NVC can be used
eg. huge distance bet. the interactors

(vii) NVC helps to supplement & sustain verbal comm.

* Individual diff. in NVC

(by Major)

In day to day interactions men touch women but women do not touch men (shyness)

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(ii) Fischer found that women respond +vely to touching though they themselves don't initiate touching.

(iii) Rosenthal etal → Women are superior to men in sending & understanding NVC

(iv) Zuckerman etal → Subjects who were higher in feminity be it males or females were more superior in using facial expressions & tone of their voice in their feelings.

(v) Buck etal → women tend to be externalisers in that there faces are more expressive even though they report less intense emotions. On the other hand, men tend to be internalisers, they show less emotions than what they feel.

* Types of NVC

(i) Ruees & Kees

3 types

a) Sign Language

It includes all those forms of codification wherein words, numbers & punctuations have been supplanted by gestures. Sign Language may range from monosyllabic gesture of a hitchhiker to such complex systems as the language of deaf.

b) Action Language

It includes all those movements which are not exclusively used as signals eg. walking & drinking serve as personal needs & constitute statements to all those who observe them.

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c) Object Language

It refers to all intentional & unintentional display of material things such as implements, machinary & even human body & the clothes that cover it.

Acc. to Ruees & Kees, the type of lang. one uses for NVC depends upon the intelligence & the communicative versatility of the speaker or the communicator.

(ii) a) Kinesics → body language
b) Proxemics → personal space language
c) Paralanguage

a) Kinesics

It is the study of body's physical movement. It is the way the body communicates without words through the movement of its parts.

Aspects of BL

(1) Touch :- Different parts of the body may be touched & in different ways. The extent of touching depends upon our relationship with the other person. Friends & lovers touch each other a lot whereas with stranger we maintain distance. The cultural context also influences the touching behavior. Age is also an imp. factors.

- Ways of touching

(i) Kissing → Kissing occurs in parental behavior, sexual behavior, nurturant beh. It may also occur during dance & sometimes even in sports. Kissing always conveys the emotion of love.

(ii) Hitting → It conveys the emotion of dislike and is an act of aggression.

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(iii) Handshake → If conveys greeting & farewell.

(iv) Holding → It conveys companionship but it may also convey threat.

(2) Gestures

↳ Movement of arms, legs, torso & head.

↳ Special info. about the feelings of others can be conveyed by gestured. There are many categories of gestures but the most common ones are the emblems.

↳ Emblems are the body movements conveying highly specific meaning in a given culture.
eg. Rubbing one's stomach with a open hand conveys a favorable response to food.
Similarly, clenching of the fist conveys aggression.

(3) Head Nods

Biologically programmed → universal
But for others cultural speficity is there } Gestures

Head nods are the spatial gestures that perform 2 imp. functions:

(i) They help to synchronise the speech

(ii) They provide feedback

(4) Eye contact

It occurs when 2 interactants look briefly at each other in the region of their eyes. Eye contact is always mutual & it indicates intimacy & closeness.

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Strom & Buck found that eye contacts happen to be brief, indicate liking & pleasantness & always convey +ve feelings. But staring as a rule should be avoided as it creates anxiety & unpleasantness in the person being stared.

*Zimbardo found that avoiding eye contact indicates that either the individual is shy or has a dislike for other person.

(5) Postures

↳ Regardless of our awareness about our postures, we must admit that postures are an imp. part of any relationship. Postures do not convey specific info. but they do tell how relaxed or how tensed the person is. Postures convey info. about specific personality traits such as submissiveness confidence & openness as well as about individual's social standing. Generally, the person becomes more aware about his postures in formal settings. Postures turn more rigid & the body becomes more stiff when the person is anxious. Likewise, leaning back indicates that one is relaxed or enjoys a higher status. In contrast bending forward suggests that we acknowledge the higher status of the other persons.

(6) Facial Expressions

One or more motions or positions of muscles beneath the skin of the face. These movements convey the emotional state of the individual to the observers. FE are primary means of conveying social info. bet. the humans. Humans can adopt FE both voluntarily and as well as involuntarily. Voluntary FE are socially conditioned. In our face, our eyes, eyebrows as well as lips play the

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most imp. role in communicating to others our emotional state eg. eyebrows lowered, lips firmly pressed & eyes bulging convey anger whereas eyebrows raised, eyes open & mouth also slightly open conveys fear.

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b)

* Proxemics

→ Personal space language

→ It refers to how we communicate with the space around us. It is how we arrange our personal space & what we arrange in it.

→ Somner defined personal space as an area with invisible boundaries into which intruders are not allowed. It is also known as bubble. Personal space depends upon the cultural background of the individual. Hall has identified 4 types of interpersonal distances through his cross-cultural studies.

i) Intimate

It ranges from physical contact upto 18 inches.

ii) Personal

From 18 inches to about 4 feet.

iii) Social

From 4 feet to 12 feet

iv) Public

From 12 to 18 feet

* Knowles

↳ study in male public lavatory.

| 1 | 2 | 3 |

[3 urinals side by side]

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* Delay in micturation & shorter micturation (less satisfaction)
  ↳ when person forced to use a urinal next to the one that was occupied.
  ↳ It show how damaging the violation of personal space is.

• Research in Germany → Those houses with shared washroom for 4-5 people (more stress in the morning)
→ Concept of attached washroom

* Felipe & Somner
  ↳ Studied behavior of the people sitting on the benches in a public park.
  ↳ When a person comes & sits very close to the person
  ↳ Person moves away to maintain space.
  ↳ When Felipe & Somner, again went close to the person, person moved away.

* Violation of personal space causes anxiety.

(c) Paralanguage
  ↳ non verbal aspect of speech
  (Tone, pitch, speed, speech errors, pauses, accent)

* Davitz
  ↳ If a person speaks fast & makes a lot of errors
  ↓
  Indicates Nervousness

* Somner
  ↳ Tone indicates liking or disliking for the persons to whom we are speaking.

* Accent → geographical origin of the person

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* Non Verbal Comm. → Innate vs Acquired

* Evidence for Innate

* Ekman & Friesen

Tribal Group
American Group
} showed photographs of human expressions.

- They carried out a study where tribal subjects from New Guinea & American subjects both were told the same story concerning single emotion. They were then shown 3 photographs displaying different facial expressions. They had to pick the photograph that best described the emotion. They found considerable overlap in the responses of the tribal & American subjects.

* Eibl - Ebisfeldt → found that deaf & blind children display all basic expressions that are smiling, surprise, crying, etc. They could not have acquired these expressions by seeing or hearing others & therefore are innate.

⇒ Largely innate but some aspects are acquired.

* Persuasive Communication

⇒ Discrepancy bet. the intended & perceived meaning.

⇒ Therefore the term Effective Comm.

↳ the deg. to which source is able to reduce confusion in the receivers. (and make them understand the msg.)

* Persuasion → It requires Comm. to be effective

↳ Able to make the target group to do what the source wants them to do & do that happily.

* Every leadership requires persuasion.

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(i) Transactional Leader

(ii) Transformational "

- Ethical persuasion → keep into focus & primacy the interests of target group

- Advertisement → persuasive communication (in -ve sense)
  → done for self interest of the persuader

- If distinction is asked:

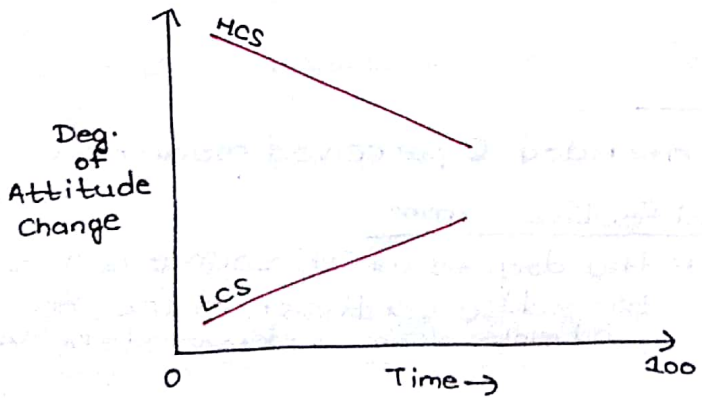
→ Effective comm:- Persuader's interest is not dominant

→ Persuasive " :- " " is dominant

- Generally, when we speak of persuasion, the ethical notion is not present.

*i Source Characteristics → Credibility → Expertness (knowledge base)
                                        → Trustworthiness (Truthfulness)
                         → Attractiveness
                         → Power

- Sleeper Effect



HCS → High credibility Source

LCS → Low "

(These lines though will never cross)

* Degree of ~~HCS~~ Att. change by HCS decrease with time & vice versa for LCS.

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* As the time passes → the effect of high credibility name reduces with time.
(Names are easily forgotten)
↓
* For LCS → the info. will be remembered & hence Att. change increases.

HCS → acceptance declines with time
LCS → " increases " "

* The association with the name is removed over time.

(ii) Message Characteristics → (i) Message discrepancy
[Social Judgement Theory by Sherif etal]

(ii) Fear Appeal
(iii) Reward "
(iv) Sideness of message
(v) Drawing conclusions
(it should fall in 2oA)
(vi) Primacy vs recency
[either in the beginning or towards the end]
(vii) Emotional & factual appeal
(viii) Channel factor
(ix) Participation
(of target group; we feeling)

(iii) Receiver Characteristics → (i) Personality
Big5 → O, E, C, A → facilitators
N → hindering
(sometimes even moderate c)

(ii) Self esteem & self efficacy

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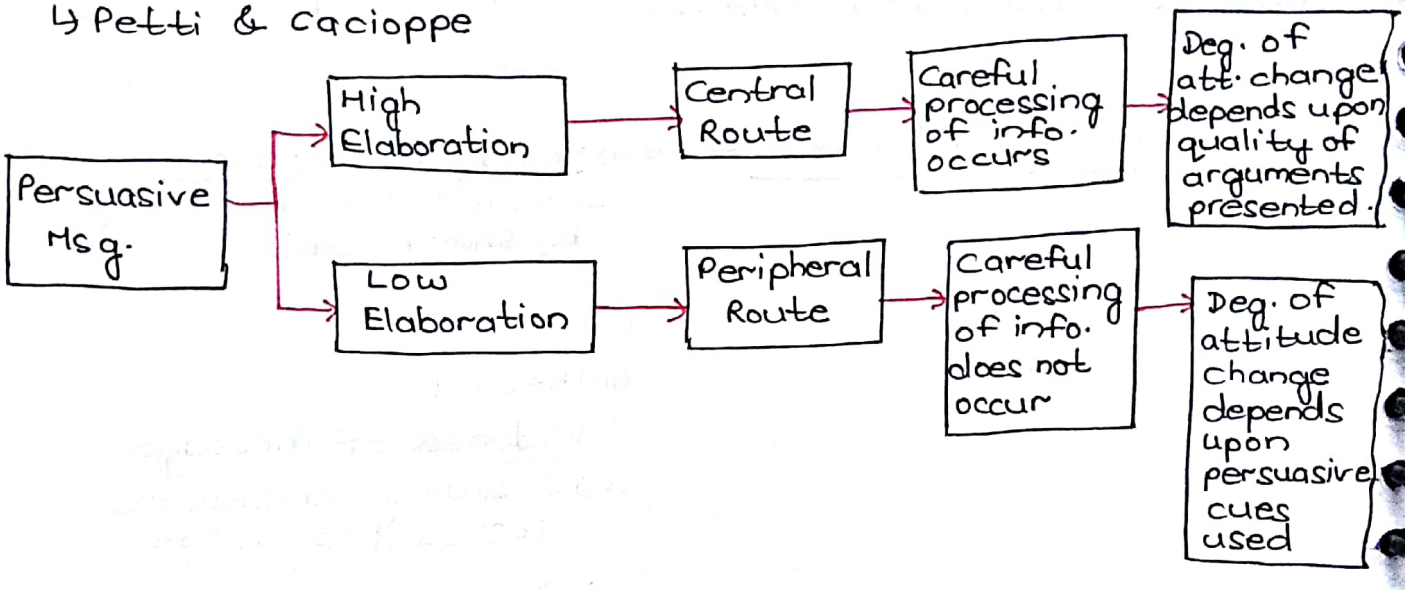
(iii) Locus of control
(iv) Traits of hardiness
(v) Selective Exposure, perception, attention & interpretation

Recent approach → Cognitive route to ~~perception~~ persuasion

* Elaborative Likelihood Model

↳ Petti & Cacioppe


Persuasive Msg.
High Elaboration
Central Route
Careful processing of info. occurs
Deg. of att. change depends upon quality of arguments presented.
Low Elaboration
Peripheral Route
Careful processing of info. does not occur
Deg. of attitude change depends upon persuasive cues used

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